

## Message Text

UNCLASSIFIED

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ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W  
-----028448 011257Z /47

R 010950Z AUG 77  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 4762

UNCLAS BANGKOK 16882

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI

REF: USDOC 12276

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: NA
4. SUWANSARN BOOK STORE
- 4A. CODE: P
5. 298-300 SIAM SQUARE LANE SOI 4, RAMA 4 ROAD
6. BANGKOK, THAILAND
7. ESTABL: 1969 8. EMPL: 18 9. SIZE: (20-X) MEDIUM
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN  
ORDER OF IMPORTANCE: LOCAL
12. RPT.DATE: 07/77
- 13A. 59420/235 BOOK STORE
14. CONTACT: MRS. NONGNIT T. SUWAN TITLE: MANAGER
15. CABLE: SUWANSARN 16. TELEX: NA 17. TEL: 251-3219
18. FINANCIAL REFS: THAI FARMERS BANK LTD., 142 SILOM ROAD,  
BANGKOK.
19. TRADE REFS: COLLIER-MACMILLAN CO., 866 THIRD AVENUE,  
NEW YORK.
20. AGENCY REP: NA
21. SUWANSARN WAS INCORPORATED IN 1969 WITH AN AUTHORIZED CAPITAL

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OF \$80,000 TO ACT AS IMPORTER, WHOLESALER AND RETAILER OF  
BOOKS, TEXTBOOKS, EDUCATIONAL MATERIALS AND GREETING CARDS.  
FIFTY PERCENT OF ITS IMPORTS ARE FROM U.S. WITH THE REMAINDER  
FROM ENGLAND. FIRM LEASES A TWO-STORY BUILDING OF 200 SQ.  
METERS INCLUDING AN OFFICE AND A DISPLAY ROOM OF 100 SQ.METERS,  
LOCATED IN ONE OF BANGKOK BUSINESS DISTRICTS. IT IS  
AFFILIATED WITH THE THAI WATANA PHANICH CO., LTD. (ONE OF

THE LARGEST PRINTERS OF TEXTBOOKS AND MAGAZINES AND IMPORTER OF PRINTING MACHINES). SUBJECT FIRM EMPLOYS 18 PERSONS INCLUDING 6 SALESMEN. ITS ANNUAL TURNOVER IN 1976 WAS REPORTED TO BE \$200,000. IT IS A MEMBER OF THE BOOKS DEALERS ASSOCIATION OF THAILAND. A LOCAL BANK REPORTS FAVORABLY ON THE SUBJECT STATING THAT IT HAS MAINTAINED A PROPERLY CONDUCTED ACCOUNT WITH THE BANK, AND CREDIT FACILITIES HAVE BEEN EXTENDED WITH GOOD RESULTS. SUWANSARN BOOK STORE IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY  
AT: AMEMBASSY BANGKOK  
O'DONOHUE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 01-Aug-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977BANGKO16882  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770274-1034  
**Format:** TEL  
**From:** BANGKOK  
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**Image Path:**  
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**Line Count:** 75  
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**Litigation Codes:**  
**Litigation History:**  
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**Message ID:** f470b350-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
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**Review Event:**  
**Review Exemptions:** n/a  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1439063  
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**Status:** NATIVE  
**Subject:** WTDR/FTI  
**TAGS:** BEXP, TH  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
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